



FIM COMMUNICATION

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CAREERS

&

OPPORTUNITIES

Library
Transformation of
Skills *Job specialization*
system
The perspectives
Future *Information*
Professionals

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Assalamualaikum WBT.

Bismillahirrahmanirrahim.

Alhamdulillah, syukur ke hadrat Illahi kerana dengan limpah kurnia-Nya FIM Communication Publication sesi 2014/2015 ini dapat diterbitkan dengan jayanya.

Di peluang ini saya Siti Nur Aishah binti Mansor selaku Ketua Editor, ingin mengkalungkan setinggi-tinggi penghargaan kepada pensyarah IML 601 Publication & Production of Information Materials, En. Azmi bin Ab. Rahman, di atas tunjuk ajar beliau dan ilmu yang dicurahkan kepada kami, dapat kami menyempurnakan penerbitan kami.

Disamping itu, saya juga ingin mengucapkan ribuan terima kasih kepada ahli pasukan penerbitan

kerjasama yang padu bagi menjayakan penerbitan ini. Setiap ahli pasukan ini menyempurnakan satu sama lain dan tidak lokek ilmu sesama sendiri. Sikap ini ingin saya puji dan diharap persahabatan yang tercipta melalui

penerbitan ini akan kekal hingga ke jannah, InyaAllah. Segala ilmu dan pengalaman yang ditimba selama proses penerbitan ini akan menjadi berguna suatu hari kelak kepada setiap ahli pasukan penerbitan terlibat.

Akhir kata, ingin saya mengucapkan penghargaan kepada semua yang terlibat di dalam penerbitan *FIM Communication Publication* ini samada langsung atau tidak langsung.

Wassalam.

Aishah

Siti Nur Aishah binti Mansor, KETUA EDITOR

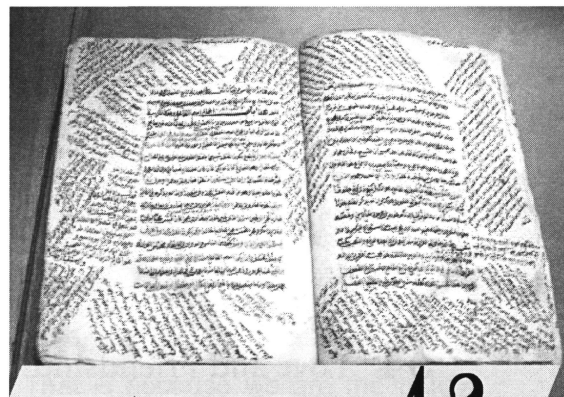
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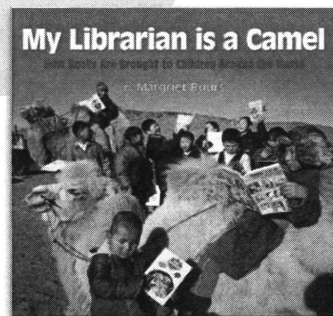
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"GOOGLE CAN BRING YOU
BACK 100,000 ANSWERS, A
LIBRARIAN CAN BRING YOU
BACK THE RIGHT ONE." —
NEIL GAIMAN

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FROM LIBRARY WITH LOVE

By Farahin Zaabah

From LIBRARY with LOVE

Love can be delivered in so many ways. Some choose to show it verbally and some prefer using physical contact. Love is not only to be shown by human to another human but also to be shown by human to another living creature in this planet. Love can be delivered using many ways such as giving a helping hand to people who are in needs or better to be known as doing charity. Charity is one of the ways to show the act of giving love to the unfortunate one. It is a very noble kind of ways in showing love. This is because, love is essential to every living things in this world. Without it, people will live a sorrow, sad and depressed life. Thus, it is important to always give love to people all around us.

When talking about love in the context of career in librarianship, the act of giving love can be seen to be happen every day inside the library building. For example, the patrons of the library are not restricted to be in specific range of age but the library is usable by every walk of life. Thus, this allows the patrons to interact with each other and sharing the knowledge that they possessed to one

another. The patrons will exchanged stories about their experience and create the bonding between them. The bonding that has been created allows people to love each other and care about each other. Some of the patrons of the library even found the love of their life during this session of interacting with one another in the library. Robert Putnam (n.d.) once said that *"people may go to the library looking mainly for information, but they find each other there"*. It is proven that community-building connections are happening all the time in the library.

Library also helps in creating the bonding between librarians and the patrons. The librarians are the most essential entity inside the library. Librarian can be described as the messenger of knowledge and information that is needed by the library's users. Usually, the 'Reference Librarian' will be in charge at the reference desk and to entertain the needs of the library's patrons. The reference librarian is a person who has so many knowledge and information not only about the things available in the library but also about any fields of knowledge.



Another division in the career as a librarian is the 'Front Desk Librarian'. The front desk librarian is the first person that the patrons will see when they enter the library building. Usually, the patrons will be dealing with the 'Front Desk Librarian' when it comes to the process of borrowing and returning the library materials. The 'Front Desk Librarian' is a person who will always have a smile on his face and can be really friendly with all the patrons. Both of the librarian jobs are to ensure the patrons are given a proper treatment and help them to feel welcomed in the library. Furthermore, librarian is the one who knows what kind of patrons the library usually have and able to recognize the needs of the patrons. This is simply because, the librarian is always interacts with the patrons on a daily basis.

Patrons of the library are not just information consumers but they are also information producers. It is similar to a concept whereas '*what we give, we get back*'. The meaning of the phrase is when the library gives the information to the patrons, the patrons will produce new information and the library will also get that new information from the patrons. Both library and the patrons will get the benefits from the process of exchanging the information. Thus, this will inspire, educate and guide young and old in the quest for knowledge.

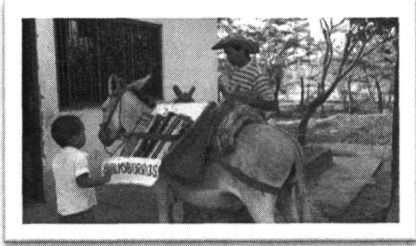
Library will exist when there is a need for information and knowledge in

thecomunity. Thus, there are thousands of libraries exist in every country in this world either in the town area where the library is well-equipped or in the rural area where the library only have the basic equipment in ensuring the community can get the information they need. The establishment of the library allows the increasing needs of accessing the information by providing the spaces and the services that is suitable to meet those needs. Thus, library helps the community to feel the love and warmth of the library by giving them the special services that allow them to nurture their love towards library.

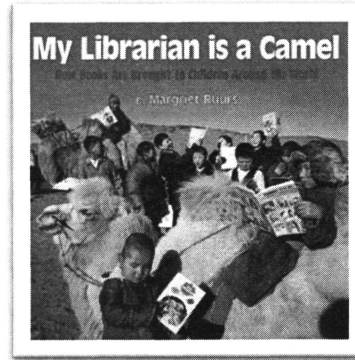


Spreading the love using library can be done in so many ways. Such ways that exist are doing charity such as donating the old books, doing the outreach program, 'library open day' and others. There are many interesting outreach services that have been done by libraries around the world. For example, in Colombia, there is a mobile library where donkey was used as the transportation to bring the books to the rural area. The objective of the 'Donkey Mobile Library' or better known as 'Biblioburro' is to help bridge the learning gap for students who lived in the rural area. Most students in Colombia who lives in the rural area have

the difficulty in not just learning, but in finishing their homework assignment because of no access to the nearby library. Furthermore, their parents are mostly illiterate and unable to help them in improving their literary skills.



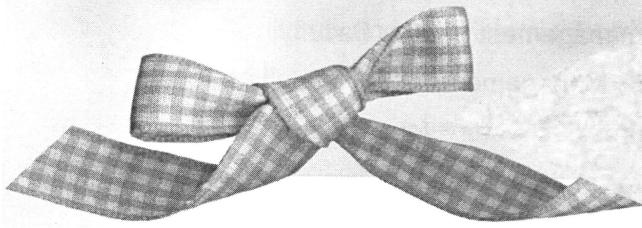
Another type of mobile library that help in delivering love towards books is the 'Camel Mobile Library'. The 'Camel Mobile Library' was initiated by the Kenya National Library mainly because to help improving the literacy rates in the north-east of Kenya. Because of the people in the north-east of Kenya lived in a nomad way, the Kenya National Library started these services to ensure that the people will have the access towards reading materials and help in improving their knowledge. Moreover, the community of the north-east is responding well towards the services because this is the only channel for them to do reading and learning something new. The poverty rate is so high and the community used most of their money towards more important things such as food and shelter. Thus, the mobile library helps them in accessing books to assist them in their learning process.



Love is a very precious thing, it is very important for everyone to feel the love. Library helps in spreading the love towards reading and learning throughout the world. Without the library, there will be no correct information and knowledge being delivered to the people. Library also helps in helping the unfortunate people to feel that they are precious and they can give something to the world of information. The unfortunate people were able to feel loved when they are in the library because of the loving environment of the library. There will always be new bonding between patrons being created in the library. Thus, this proved that the library institutions can be used as the place in finding and giving love.



Author is semester 5 student of IM 244,
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PERSAHABATAN TERINDAH NUKILAN; GADIS SARAWAK

*Bintang di langit malam
Keindahannya membawa seribu erti
Persahabatan antara kita
Tidak akan terlerai seperti kaca yang berderai*

*Alami pasang dan surut persahabatan
Ia sesuatu yang biasa terjadi
Kasih di antara kita
Tidak akan terpisah*

*Aku mohon kepadamu
Wahai sahabatku
Selama perpisahan kita terjalin
Kemaafan dariku sentiasa dihulur*

*Harapanku moga di antara kita
Tiada dendam yang terluka
Hanya memori indah bersama
Menjadi keabadian cinta kita*

*Cinta di antara sahabat
Sesuatu yang unik dan luar biasa
Bukan cinta sebagai pasang kekasih
Seribu tahun berpisah jua*

*Langit itu biru
Ia juga nun jauh tingginya
Perbezaan di antara kita
Menjadi punca ketulusan ikatan kita*



What Is Success?

Ralph Waldo Emerson

What is success?

To laugh often and much;

*To win the respect of intelligent people
and the affection of children;*

*To earn the appreciation of honest critics
and endure the betrayal of false friends;*

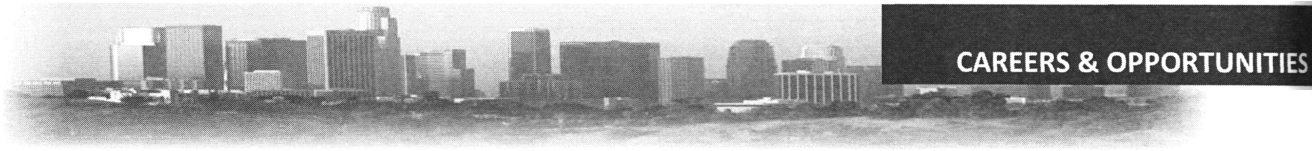
To appreciate beauty;

To find the best in others;

*To leave the world a bit better, whether by
a healthy child, a garden patch
or a redeemed social condition;*

*To know even one life has breathed
easier because you have lived;*

This is to have succeeded



Aku mengenang,
hujan yang turun,
perut yang lapar,
sakit yang perit,
di setiap saat dan minit.

Aku cuba menjadi diri mu;
terbaring dengan tangis yang kering,
diikat dengan seluruhnya mengetat.

Tetapi kemudian aku berhenti,
menarik-narik - meleraikan
ikatan tali;
ilusi.

Hujan sudah pun berhenti,
guruh masih lagi berbunyi.

Aku mendengar azan,
dan cuba mengenangkan.

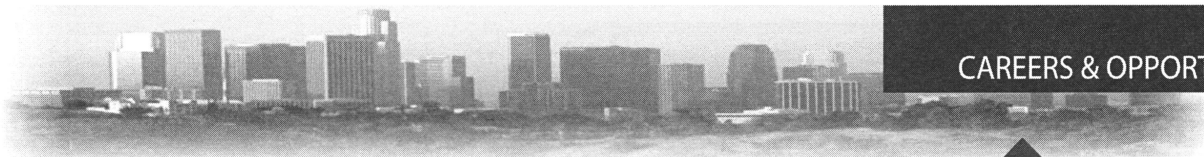
Walaupun aku tahu,
betapa susahya,
melupakan sesuatu.

Selamat malam,
dik.

Walaupun ku tenang,
sedang -
melihat siang.

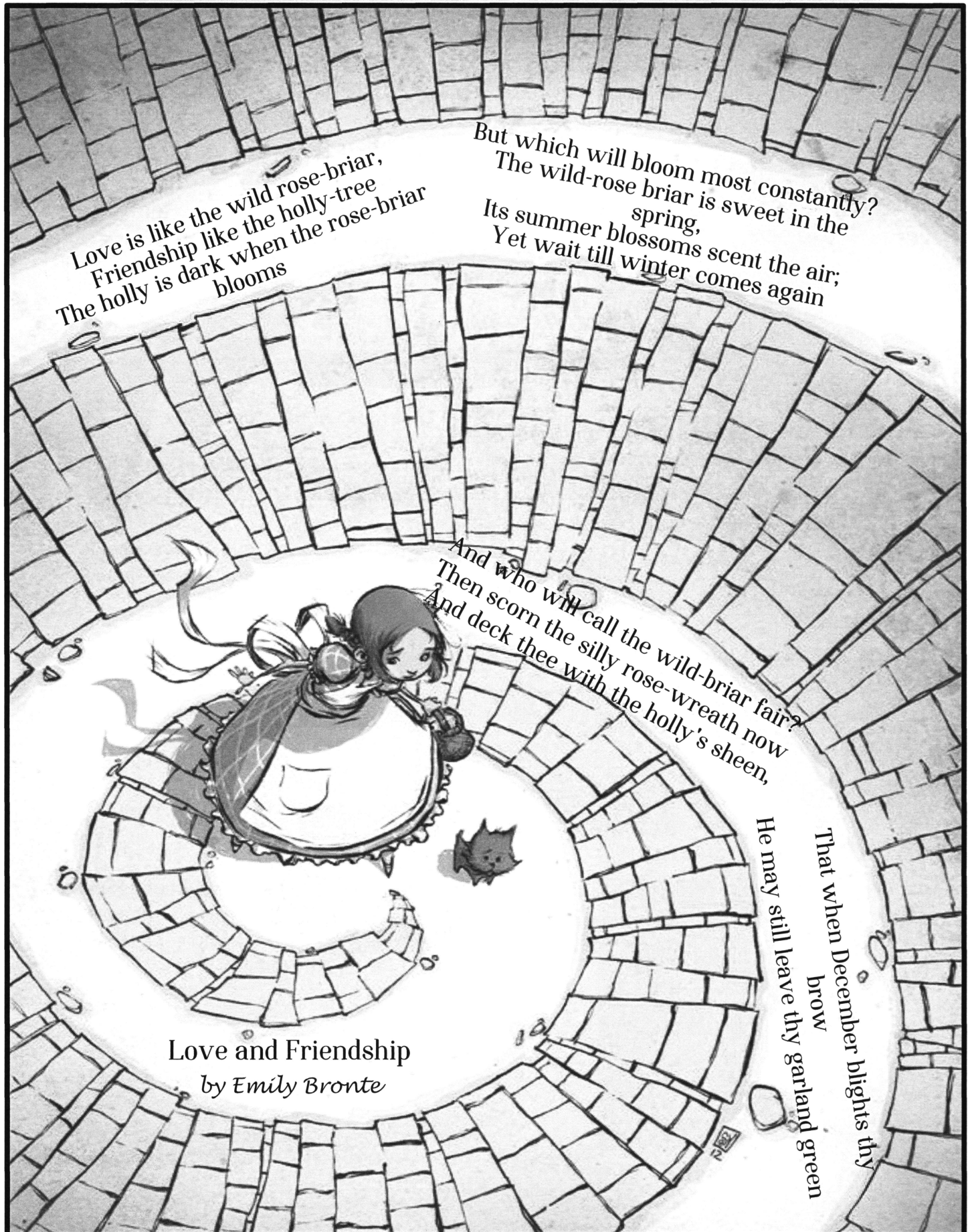
-PETAK DAUD-

*Mengenang Nurin,
2007-2015*



PANTUN BERKAIT

-SYAHRIL-



Love is like the wild rose-briar,
Friendship like the holly-tree
The holly is dark when the rose-briar
blossoms

But which will bloom most constantly?
The wild-rose briar is sweet in the
spring,
Its summer blossoms scent the air;
Yet wait till winter comes again

And who will call the wild-briar fair?
Then scorn the silly rose-wreath now
And deck thee with the holly's sheen,

That when December blights thy
brow
He may still leave thy garland green

Love and Friendship
by Emily Bronte



The Road Not Taken

by Robert Frost

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveller, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;
Then took the other, as just as fair,
And having perhaps the better claim,
Because it was grassy and wanted wear;
Though as for that the passing there
Had worn them really about the same,

And both that morning equally lay
In leaves no step had trodden black.
Oh, I kept the first for another day!
Yet knowing how way leads on to way,
I doubted if I should ever come back.

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I-
I took the one less travelled by,
And that has made all the difference.

1.0 LAPORAN AKTIVITI

Lawatan ke 'International Book Fair' yang diadakan di PWTC, Kuala Lumpur yang juga dikenali dengan singkatan KLIBF ini bermula pada pukul 9.00 pagi. Semua pelajar yang terlibat dikehendaki berkumpul di kampus pada pukul 8.45 pagi dimana van pengangkutan untuk ke sana menjemput pelajar di situ.

Rombongan lawatan di tiba di PWTC sekitar pukul 10.00 pagi. Kedatangan pelajar telah diambil ketika itu dan meneruskan lawatan ke pesta buku tersebut. Para pelajar diberi dua tugas iaitu mencari 'MAPIM booth' dan mencari maklumat tentang keadaan publisiti ilmiah pada masa ini dan yang kedua mencari beberapa buah 'International Booth' yang menerbitkan bahan-bahan yang berkaitan dengan bidang pengurusan maklumat.

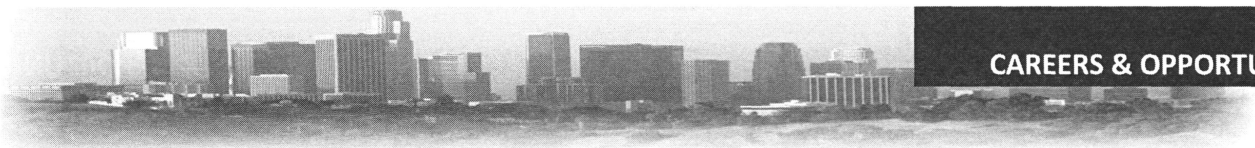
Selepas selesai menyelesaikan segala tugas, pelajar diberi masa untuk berehat dan menunaikan solat jumaat bagi pelajar lelaki. Pada pukul 2.15 petang semua telah berkumpul dihadapan PWTC untuk pulang ke kampus. Pada 3.00 petang semua telah tiba di kampus UiTM Puncak Perdana.



Di International Book Fair, PWTC, Kuala Lumpur



Ketika di 'MAPIM booth'



FIM communication



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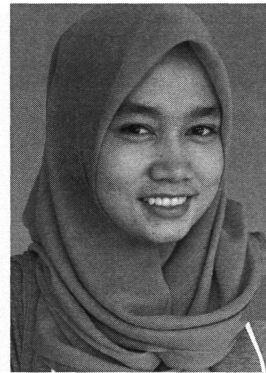
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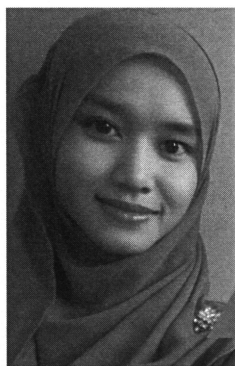


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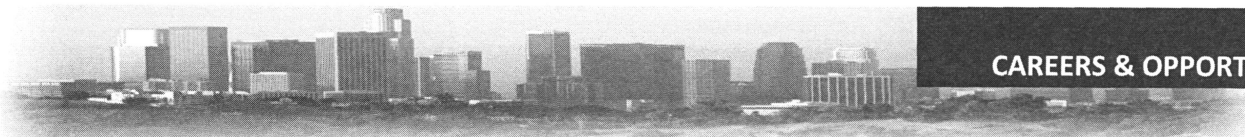
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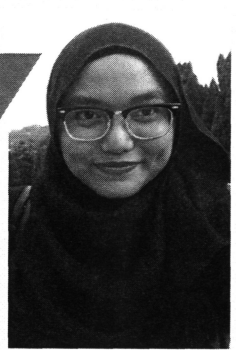



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